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ABSTRACT

This is a report of a survey conducted to determine newspaper readership habits of persons living within the circulation of the "Amsterdam News," a black weekly published in New York City. The survey was conducted with the purpose of increasing advertising revenues and assisting the management of the "Amsterdam News" with changes in the newspaper's structure and editorial functions. Presented in the report are a brief review of recent research dealing with black people in the media, a description of the survey methodology, and demographic data on the population surveyed. Also provided are a copy of the survey and extensive analysis of the respondents' general media habits, reading preferences, shopping habits (food, furniture, and clothing), and advertising interests. Finally, readers' attitudes toward "Amsterdam News" coverage of news, racial issues, sports, arts, entertainment and social events are described. (GC)

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NEWSPAPER READERSHIP HABITS

IN

THE BLACK COMMUNITY

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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A
Research Study
by
R. Arnold Gibbons, Ph.D.

Hunter College
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Foreword

The idea for the present study of readership habits within the circulation area of the Amsterdam News, grew out of a desire to document the relationship between the Black community and the principal newspaper which has served it for two generations.

In an age of mass media dominance, it is essential that this relationship be studied, primarily because it can provide insights about the nature of the community itself, its motivations, habits, behaviour and its changing perspectives.

More specifically, the study of readership habits can identify those sections of the circulation area whose needs can be met by increased advertising and who would respond more willingly to national advertising without which the mass media in general and newspapers in particular cannot survive.

But the newspaper in our society is not simply a vehicle for advertising. A newspaper is the guardian of our society and as part of this function must keep watch on the institutions which control, govern and influence the social relations within the State. This it does on behlaf of the citizen.

Because of this role the newspaper must at times take points of view which are inimical, or appear inimical, to the institutions it watches over on behalf of the citizens.

This is especially so among Black newspapers, which have enjoyed a historical role quite different to their contemporaries. The Black newspaper has been and must be in the vanguard of the struggle for equality and social justice. It is frequently called upon to exercise this role beyond the borders of its immediate constituency and spread its influence overseas. But essentially it must be "in the crusade for change."

The present study seeks to determine the readership habits of persons living within the circulation area of the Amsterdam News.

Demographic data, general media habits, advertising habits specific to the Amsterdam News, and a general media profile, have been collected and analyzed with a view to increased advertising revenues and to assisting the management with any changes in the structure and editorial functions that it might devise.

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Background to Study

Recent research dealing with black people in the media has taken two directions. The first has to do with visibility and relationship of blacks to the electronic media.[1,2,3,4,5,6] The second direction is concerned with readership and print media.[7,8,9,10,11,12,13] But there is not much research devoted to blacks as part of the audience, which absorbs communication messages in predictable or unpredictable ways. More especially, research which sees blacks as consumers.

This is surprising, for black people, particularly in the city are ardent consumers of media.[14] Indeed, one study which compared newspaper readership in metropolitan areas and non-metropolitan areas found that the metropolitan newspaper was easier to read, which encourages rather than discourages newspaper readership.[15]

Studies of blacks as consumers have on the whole tended to be descriptive and analytical, denoting changes within the consumer economy. Thus, for example, a typical study analyzed the probability of white reaction to black advertisements on television.[16] Also, another examined the role of women and blacks in prime time television.[17] In the same genre, yet another reported the treatment of black and minority children on network children's programming;[18] finally, another looked at trends in appearance of models in Ebony Ads over 17 years.[19]

Also, in the general vogue are observations of blacks and their stature both in the job market and within the media. Research of this kind is essentially descriptive and display evidence in certain directions. Two studies indicate the discouraging sameness of the results and despite the hue and cry, blacks still are not represented to any great degree in

media industry.[20,21] The scarceness of blacks was noticed in Playboy cartoons,[22] while in a study of Life. Look and Newsweek, Time and U.S. News, the conclusion was drawn that whites received significantly less coverage in those magazines in 1970 than 1960, suggesting the greater visibility of blacks as media subjects.[23]

How the media treat the racial issue is of significance. NBC, according to one study, gave more coverage to race issues than the two other networks, ABC and CBS.[24] The black presence on television also increased and half the program usually contained black actors and actresses, with the black male usually in some law enforcement position.[25]

But the black presence and its influence on American life "from ownership through accurate portrayal of the black population and employment... to actual consumption of mass media is of comparatively recent vintage."[26] Black media habits in addition to other media attributes are only now being studied. For example, two researchers studied blacks and the print medium.[27] and another investigated racial differences in perception of media advertising credibility.[28] In a historical review of the significance of blacks in the consumer industry,[29] a pioneering study was mentioned which compared "consumer motivations in Black and White -II."[30] A study of the mass media in an urban setting compared reading preferences among middle income whites, poor whites and poor non-whites.[31] They found that poor non-whites were more exposed to television and radio, next to magazines "though mainly black publications." The implications of this last study are important, for it emphasized that poor non-whites in an urban setting are exposed to and do patronize black publications.

Research into black-owned magazines and newspapers is rare. An unnamed study reported that it was not necessary to use black-owned media in order to reach the black consumer, who might be reached by selected white publications.[32] Ebony magazine is considered not typical of black readership; but the same study believed that advertisers could reach blacks more through black publications if the message they wished to sell specifically concerned blacks; blacks also paid more attention to black publications because they covered local affairs better than white publications.[33]

The author wished to find out whether this last point is especially significant; namely, that blacks paid more attention to black publications because they covered local affairs better than white publications. Also, the author wished to find out about black reading habits within the metropolitan area and habits of consumption. The Amsterdam News, an important black weekly, provided the opportunity for this study.

SUMMARY OF RESULTS

Methodology

The sample selection procedure used in conducting this research was of a stratified-cluster-random nature.

The stratification criteria were selected on the basis of census data collected during the 1970 census and updated. Specifically, the sample was a group of census blocks, which were randomly selected and forced to meet the census distribution of income, sex and education within the Harlem area.

Using the above criteria a total of twenty blocks within the 234 census blocks in Harlem were selected. Since the blocks were randomly selected and inserted into the appropriate strata, the requirements of randomness were met.

Within each block approximately 23 homes were selected by a uniform procedure that assured their representation. The first home was selected randomly, while succeeding homes used a uniform procedure that started from the first home. The total number of respondent homes was 450. The sampling procedure reflected a good balance between cost and scientific requirements.

The data collected via questionnaire were analyzed, using standard statistical techniques by the computing facility housed at Hunter College.

Interviewers who had been previously trained for the study conducted the interviews which lasted approximately 45 minutes each.

Demographic Profile

Age

- 31% of those interviewed were between the ages of 25-34
- 22% were between 18-24
- 19% were between 35-44
- 18% were between 45-59
- 10% were over 60

Sex

- 52% were male
- 48% were female

Education

- 18% said that they did not go past primary school
- 41% of those interviewed said they had graduated from high school
- 28% reported having had some college experience
- 8% said they had graduated college
- 2% had graduate training

Occupation

- Approximately one-fourth of the sample (26%) belonged to some professional category
- 18% had positions in management and administration
- 22% worked in sales positions

Marital Status

- The majority of respondents (40%) were married, and the older age groups made up this category.
- 38% were unmarried
- 12% were divorced
- 9% were widowed.

Family Income

- Family income was evenly distributed
- 34% earned $5,000 and below
- 50% earned between $5,000 and $10,000
- 16% earned above $10,000

NOTE:
In this table and the tables that follow, there are often less than 100% total due to non-response for one or more variables.

General Media Habits

Respondents relied on both television and newspapers for local news, with television (39%) only slightly ahead of newspapers (38%).

This tends to indicate that newspaper reading reinforces television viewing. It also suggests a wide support generally for all media with little discrimination in favour of either one in particular.

This finding is supported by newspaper reading habits. Half of those interviewed reported that they read a newspaper almost everyday. Nearly one-quarter read a newspaper 3-4 days a week and the reaminder once or twice a week. Less than 10% almost never read a newspaper.

This trend in readership habits is again supported by the daily newspapers read. Over half of the respondents (53%) read the Daily News compared with the New York Post (30%) and the New York Times (16%).

During the newspaper strike (Summer 1978), the News World was read by 63% compared to the Daily Metro (17%) and Newsday (7%).

In reporting news of the Black community, city newspapers were doing a bad job in the opinion of (48%), while (39%) said that they did neither a good nor a bad job.

It is clear that the Black community, which comprised a majority of the respondents, supported the city's newspapers generally - indicated by readership both before the newspaper strike and after the strike. But it is also clear that the city newspapers, in the opinion of those interviewed, were doing less than a good job in reporting news of the Black community.

Furthermore, in view of the supportive role of respondents for the city's mass media in general and newspapers in particular, they were perceptive in distinguishing between total news coverage and that which is specific to the Black community.

Specific Amsterdam News Profile

The Amsterdam News rated high in terms of visibility and fidelity among its readers.

28% read the newspaper from 1-5 years and 24% for 6-10 years and 24% read it over 15 years. Of this readership 38% read it every week and 47% every 2-3 weeks.

Visibility was therefore high. This was even more revealed during the newspaper strike, when more than one-half read it more regularly (55%).

/...

More respondents purchased the newspaper from their neighbourhood than any other outlet (74%), a fact which might indicate an absence of distribution, or a lack of it in other outlets, or a preference for purchasing the paper in the neighbourhood.

Management might wish to explore why, if the first supposition is true, the newspaper is either unavailable downtown, or other areas.

Among those who received the newspaper, an overwhelming 82% expressed satisfaction with how they obtained it.

Many, though satisfied with the distribution, indicated a preference for mail subscription.

Reading preferences

Most respondents chose the headlines as the section they first read. Sports, Arts and Entertainment were second preference and Black news was third. The Editorial was in fourth position.

Of particular interest is the relatively low level interest evinced for Caribbean Beat which received the same rating as Special Features.

The most preferred section is the Arts and Entertainment followed Community News. Caribbean Beat was again the last preference.

One-quarter of the respondents were of the opinion that the newspaper was not sufficiently militant, and the same amount felt it was too limited in scope.

The section which most wished to delete compounded the results of the previous section. Most respondents wished to delete Caribbean Beat (14%) and Comics (13%). Less than 10% were seriously concerned with advertising and sports or any other category.

The Amsterdam News, though considered as part of the Black Establishment was synonimous with Black Pride and Community interests. Each of these categories received the same rating (24%).

Analysis

Respondents apparently supported the Amsterdam News because it had a commendable and worthwhile image in the Black community. The newspaper stood for Black Pride and Community interests.

But a wide diversity of views characterised other features of the newspaper. The most telling was not sufficient militancy and a limitation in scope. These views however, were at odds with the apparent lack of interest in the expansion of Third World news and the desire to delete Caribbean Beat.

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A possible clue to this discrepancy might be in emerging readership and traditional readership. Certain generalizations might be in order here.

It would be fair to say that emerging readership would be more apt to wish to expand the newspaper because of its own world view and the wider society. Television might be a contributory factor to this image.

On the other hand, traditional readership might not be as interested in expanding areas, which were not within its purview and the Third World is still a distant and uncertain element, beyond the ability of some provicincial interests to fully understand.

Emerging readership might be a feature of young and recent readers and traditional readership might be associated with older and more settled habits.

Comics represent a wish-fulfillment among a surprising number of respondents.

The survey indicates that the Amsterdam News is considered as an alternative to the daily newspapers, when there is a work stoppage in the city newspapers.

Advertising

Classified advertising is the most acceptable form of advertising, 74% finding it useful. Differences in appeal were noted in entertainment, alcoholic beverages and clothing respectively.

Personal choice of shopping stores were A&P (23%), Macys, (20%) and Alexanders (20%) and Korvettes (16%). Money spent at supermarkets amounted to $25-$49 weekly.

Purchasing power in hardware stores is reflected in furniture investment with Sears (31%), Korvettes (16%) and Macys (15%) and A&S (14%).

Consistency in purchasing power is also seen in the money spent annually on clothing. 80% spent over $100 on clothing bought from Korvettes (34%) and Macys (28%) and Gimbels (15%).

Purchases of book (33%), L.P. records (31%) and attendances at Broadway or Off-Broadway shows 22% indicate spending power in leisure activities.

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Advertising interests by age

More interest was shown in advertising by age groups 25-34 and 35-44 than 18-24, 45-59 and 60 and over. 50% in each category 25-34 and 35-44 found advertising useful.

* 25-34 interested most in clothing (33%), arts and entertainment (46%), travel (28%), and automobiles (50%).

* 35-44 desired personal care advertising (46%), classified (24%), clothing (23%).

* 45-59 wanted to see classified (21%), food (33%), travel (18%), personal care (18%) and automobiles (25%).

* 60 and over interested mainly in food (22%).

*18-24 interested in classified (24%), clothing (25%), arts and entertainment (29%) and automobiles (25%).

Shopping habits by age

* 25-34 shopped in the month previous to the study at Gimbels (41%), Macys (39%), and A&S (50%).

* 35-44 shopped mainly at Sears (40%), A&P (25%), Alexanders (22%), Gimbels (21%) and Korvettes (19%).

* 45-59 shopped at A&S (33%), Gimbels (21%) and A&P (19%).

* 60 and over shopped at A&S (15%), Korvettes (14%) and Gimbels (14%).

* 18-24 shopped at Ohrbachs (40%), Sears (40%), Alexanders (35%) and Macys (27%).

Money spent on food by age

* 25-34 and 35-44 spent most money on food, (65%) of the combined category spent over $100 weekly. They also spent most money within the $25-49 and $50-74 and $75-99 categories.

* 18-24 predictably spent less money on food.

* 45-59 also spent less money on food.

* 60 and over also spent less money on food.

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Money spent on clothing by age

* 18-24 spent $75-99 in the past year on clothes (27%). 23% of the same group spent over $100.

* 25-34 were the highest spenders on clothes, 35% over $100 in the past year.

The other age groups 35-44, 45-59 and over 60 did not in general spend over $50-74 in the past year.

* Main departmental stores patronised included Korvettes (61%), Gimbels (52%), Macys (58%) and A&S (54%).

Advertising interests by sex

Men were more interested in advertising than women and tended to read the classified and automobile sections.

Men also found advertising more useful than women (56%) to (44%).

Women found greater interest in arts and entertainment (51%) and travel (90%), compared to men (49%) and (10%).

Women read columns dealing with personal care (77%) and clothes (59%).

Women were not interested in automobiles (0%).

They also were not interested in furniture (14%) compared to 86% for men.

Shopping habits by sex

Results indicated that men shopped more at Macys (51%), to 49% female.

Women shopped at Korvettes (61%), Gimbels (57%), A&S (67%), and Ohrbachs (80%), compared to 39%, 43%, 33%, 20% respectively for men.

Money spent on food by sex

There were no significant differences in any of the categories reported. Men generally spent more than women in all categories except ($75-99). The differences here are very slight and not meaningful.

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Money spent on clothing by sex

Men spent more money on clothing than women in all categories except ($75-99), with greater variations in the lower end of the scale ($25, $25-44 and $50-74). Women tend to spend more on expensive clothing over $75.

Where clothing purchased by sex

Women shopped at Korvettes (56%), Gimbels (67%), Macys (53%), A&S (83%) and Ohrbachs (84%) compared to 44%, 33%, 46%, 16% and 16% for men.

Men shopped at Sears (100%) and unspecified other places (60%) compared to women, where none indicated a preference and only 40% shopped elsewhere.

Purchasing is a consistent feature of respondents of both sexes, with the bulk of the spending money going to major departmental stores such as Korvettes, Gimbels, Macys, Sears and A&S.

Significant is the lack of support given to neighbourhood stores, which sell clothing and furniture.

The study confirmed the view that there is variable response to advertising of all kinds with fairly consistent buying habits at certain department stores. This is particularly noteworthy in view of the relative lowness in family incomes.

General Media Profile

The Amsterdam News compares favourably with other New York city newspapers and does a fair job of reporting news to the Black community. Also, it is of value to the city.

Black newspapers are considered the most believable medium for news of the Black community (52%).

This section gives pause. 47% of the sample is of the opinion that the newspaper does "neither a good nor bad job" when reporting news of the Black community; 44% believes that it is doing a good job. Yet the newspaper emerges as the only alternative in terms of reaching the Black community (52%); television (27%), radio (14%), metropolitan weeklies (1%), metropolitan dailies (3%) and magazines (3%) reflect other choices.

The figures indicated that though response to the Amsterdam News is less than enthusiastic, it does a much better job than city newspapers, weeklies, magazines, television, radio as a forum for reaching people.

APPENDICES

APPENDIX I

READERSHIP SURVEY

of

AMSTERDAM NEWS

Interview Schedule: Harlem Area Residents

A. Demographic Data

Schedule No. _____

Geographic Unit _____

Block No. _____

1. Age: 18-24___ 25-34___ 35-44___ 45-59___ 60 and over___

2. Sex: M___ F___

3. Education:
   a. Primary School
   b. High School Diploma
   c. Some College
   d. College Degree
   e. Graduate School

4. Occupation
   a. Professional-Technical
   b. Management-Administrative
   c. Sales Worker

5. Marital Status:
   a. Married ____
   b. Single ____
   c. Divorced ___
   d. Widowed_____

6. Family Income _____

B. General Media Habits

7. What do you rely on for local news? (Select one)
Newspapers _____ Television _____ Radio _____ Magazines _____
Other _____ (Please name)

8. Which category below best describes your newspaper reading habits?
Almost everyday _____ 3-4 days of the week _____ Once or twice a week _____
Almost never _____

9. Before the newspaper strike, what daily newspapers did you read?
a. Daily News
b. New York Post
c. New York Times
d. Newsday

10. During the newspaper strike what newspapers did you read?
a. Daily Metro
b. Newsday
c. Daily Press
d. News World

11. When reporting news of the Black community, would you say New York City newspapers do,
a good job _____ neither good nor bad _____ a bad job _____

C. Specific Amsterdam News Profile

12. Have you ever read the Amsterdam News?
Yes _____ No _____

13. How long have you been an Amsterdam News reader?
Years _____ Months _____

14. In the past month which category best describes your readership of the Amsterdam News?
Every week _____ Every 2-3 weeks _____ Never _____

15. Have you read the Amsterdam News more regularly, or less regularly in the past month, compared to before the newspaper strike?
More regularly _____ Less regularly _____

16. Where do you usually buy the Amsterdam News?
Neighborhood _____ Downtown News stand _____ Downtown Store _____
Non purchase _____ (Office, school)

17. Are you satisfied with the way in which you receive the Amsterdam News?

Satisfied _____ Somewhat satisfied _____ Dissatisfied _____

Somewhat dissatisfied _____

18. Would you prefer to receive the Amsterdam News in any other way?

Any other way _____ Neighborhood _____ Downtown news stand _____

Mail subscription _____ Downtown store _____ Other _____ No answer ___

19. When you read the Amsterdam News, what section do you read first? ... second? ... third? ...

Headlines ____ Sports ____ Classified ____ Advertising ____

Entertainment ____ Horoscope ____ Columnists____ Editorial ____

Black news ____ International news ____ Special Features ____

Women's news ____ Unspecified____ Community news ____

20. What do you like better about the Amsterdam News than in the past?

_____

_____

_____

21. What do you think is worse about the Amsterdam News than in prior years?

_____

_____

_____

22. What is your favourite section of the Amsterdam News (you may check as many sections as you please).

Hard news ____ Editorials ____ Arts & Entertainment ____ Sports ____

Advertisement ____ Community News ____ Women's News ____

Caribbean Beat ____ Other____ (Please name)

23. Why does this section(s) appeal to you? _____

_____

_____

24. What is it you like least about the Amsterdam News?

Too militant____ Not sufficiently militant ____ Emphasis on crime ____

Violence ____ Too sensational ____ Inaccurate news ____ Biased news ____

Poor writing____ Limited scope ____ Poor production (photographs, printing) ____

25. If you became editor of the Amsterdam News, what section would you expand? (select one)

Hard news ___ Entertainment ___ Advertisement ___ Community news ___
Women's news ___ Sports ___ Caribbean Beat ___ Special features ____
Comics ___ Third World ___ Other (Please name) _____

26. If you became editor of the Amsterdam News, what section would you delete?

Hard news ___ Entertainment ___ Advertisement ___ Community news ___
Women's News ___ Sports ___ Caribbean Beat ___ Special features ____
Comics ____ Third World ___ Other (Please name) _____

27. What do you believe the Amsterdam News stands for?

Black nationalism ____ Black pride ____ Black business ____
Community interests ____ Black establishment ____

D. <u>Advertising</u>

28. What kind of advertisements interests you most in the Amsterdam News?

Classified ___ Clothing ___ Food ___ Entertainment ___ Travel ___
Personal ___ Automobile ___ Other ___ Don't know ___ Nothing____

29. How useful to you is advertising in the Amsterdam News?

Very useful ____ Somewhat useful ____ Not useful ____

30. Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

Alcoholic beverages/food ____ Toiletries ____ Clothes ____
Entertainment ____ Travel ____ Personal care ____ Automobile ____
Furniture ____ Other ____ Don't know/nothing ____

31. Where did you shop in the past 30 days?

A&P ____ Korvettes ____ Gimbels ____ Macys ____ A&S ____
Ohrbachs ____ Sears ____ Alexanders ____ Other _____

32. About how much did you spend in the past week at food stores of all kinds, including a Deli, Bakery, supermarket?

Less than $25____ Between 25-49 ____ Between 50-74 ____
Between 75-99 ____ Over $100 _____

33. In the past year, did you buy a Refrigerator ____ Furniture ____ Washing machine ____ Dishwasher ____ Clothes dryer ____ Other hardware _____

34. Where did you buy the above products?

Korvettes ____ Gimbels ____ Macys ____ A&S ____ Sears ____ Ohrbachs _____ Alexanders ____ Other _____

35. In the past year how much money did you spend on clothing?

Less than $25 ____ Between $25-49 ____ Between $50-74 _____ Between $75-99 ____ Over $100 _____

36. Where did you buy clothing?

Korvettes ____ Gimbels ____ Macys ____ A&S _____ Sears _____ Ohrbachs _____ Others _____

37. In the past month have you been to a Broadway or Off-Broadway show _____ Bought a book _____ L.P. record _____ attended a sports event such as horse racing _____ Pro-baseball fame _____ Baseball game _____

E. <u>General Media Profile</u>

38. How does the Amsterdam News compare with the other weekly newspapers in New York City?

Better ____ About the same ____ Not as good ____ Don't know, no opinion _____

39. When reporting news of the Black community, would you say that the Amsterdam News does

a good job ____ neither good nor bad ____ a bad job ____

40. How would you rate the value of the Amsterdam News to the residents of New York City?

Of great value ___ of some value ____ of little value ____ of no value ____ undecided ____

41. What medium listed below do you consider most believable for news of the Black community?

Television ____ Radio ____ Black newspapers ____ Metropolitan weeklies ____ Metropolitan dailies ____ Magazines ____

42. Which of the following categories would you most like to see news from?

Caribbean ____ Africa ____ South America ____ Other _____

APPENDIX 2

B. General Media Habits

Q. 7 What do you rely on for local news?

Newspaper	38%
Television	39%
Radio	18%
Magazines	2%
Other	2%

Q. 8 Which category below best describes your newspaper reading habits?

Almost everyday	50%
3-4 days a week	19%
Once or twice a week	22%
Almost never	9%

Q. 9 Before the newspaper strike, what daily newspapers did you read?

a.	Daily News	53%
b.	New York Post	30%
c.	New York Times	16%
d.	Newsday	1%

Q. 10 During the newspaper strike, what newspapers did you read?

a.	Daily Metro	17%
b.	Newsday	7%
c.	Daily Press	13%
d.	News World	63%

Q. 11 When reporting news of the Black Community would you say New York City newspapers do,

_____ a good job _____ neither good nor bad _____ a bad job

Good Job	13%
Neither good nor bad	39%
Bad job	48%

C. Specific Amsterdam News Profile

Q. 12 Have you ever read the Amsterdam News?

Yes	96%
No	4%

Q. 13 How long have you been an Amsterdam News reader?

Less than a year	17%
1 - 5 years	28%
6 -10 years	24%
11 -15 years	7%
Over 15 years	24%

Q. 14 In the past month, which category best describes your readership of the Amsterdam News?

Every week	38%
Every 2-3 weeks	47%
Never	15%

Q. 15 Have you read the Amsterdam News more regularly or less regularly in the past month, compared to before the newspaper strike?

More regularly	55%
Less regularly	45%

Q. 16 Where do you usually buy the Amsterdam News?

Neighborhood	74%
Downtown News Stand	12%
Downtown store	13%
Non purchase (office, school)	1%

Q. 17 Are you satisfied with the way in which you receive the Amsterdam News?

Satisfied	82%
Somewhat satisfied	15%
Dissatisfied	2%
Somewhat dissatisfied	1%

Q. 18 Would you prefer to receive the Amsterdam News in any other way?

Any other way	2%
Neighbourhood	9%
Downtown News Stand	4%
Mail subscription	21%
Downtown Store	1%
Other	63%
No Answer	-

Q. 19 When you read the Amsterdam News, what section do you read first? ..... second? ..... third?

Section	First	Second	Third
Headline	38%	5%	4%
Sports	76%	14%	6%
Classified	2%	6%	5%
Advertising	.5%	6%	4%
Entertainment	5%	14%	10%
Horoscope	1%	7%	6%
Columnists	1.5%	6%	4%
Editorial	3%	8%	6%
Black News	6%	15%	19%
International News	1%	4%	5%
Special Features	1%	3%	3%
Womens News	1%	1%	8%
Unspecified	11%	6%	6%
Community News	2%	6%	15%

Q. 22 What is your favourite section of the Amsterdam News?

Hard News	14%
Editorials	12%
Arts and Entertainment	28%
Advertising	3%
Community News	14%
Womens News	6%
Sports	13%
Caribbean Beat	3%
Other	7%

Q. 23 What is it you like least about the Amsterdam News?

News	Percentage of Respondents
Too militant	5%
Not sufficiently militant	24%
Emphasis on crime	11%
Emphasis on violence	5%
Too sensational	6%
Inaccurate news	9%
Biased news	5%
Poor writing	5%
Limited scope	24%
Poor production	6%

Q. 24 If you became editor of the Amsterdam News, what section would you expand? (select one)

Hard news	16%
Entertainment	11%
Advertisement	3%
Community News	31%
Women's News	3%
Sports	7%
Caribbean Beat	3%
Special Features	8%
Comics	1%
Third World	6%
Other (please name)	11%

Q. 25 If you became editor of the Amsterdam News, what section would you delete?

Hard News	5%
Entertainment	4%
Advertisement	9%
Community News	1%
Women's News	7%
Sports	5%
Caribbean Beat	14%
Special Features	3%
Comics	13%
Third World	8%
Other (please name)	31%

Q. 26 What do you believe the Amsterdam News stands for?

Black Nationalism	7%
Black Pride	26%
Black Business	19%
Community Interests	24%
Black Establishment	24%

D. Advertising

Q. 28 What kind of advertising interests you most in the Amsterdam News?

Classified	19%
Clothing	10%
Food	12%
Entertainment	18%
Travel	3%
Personal	3%
Automobile	1%
Other	11%
Nothing/n.a.	23%

Q. 29 How useful to you is advertising in the Amsterdam News?

Very useful	27%
Somewhat useful	47%
Not useful	26%

Q. 30 Please tell me which of these kinds of advertising in the Amsterdsam Amsterdam News you usually read?

Alcoholic beverages/food	27%
Toiletries	19%
Entertainment	32%
Travel	6%
Personal	5%
Automobile	3%
Furniture	3%
Other	0%

Q. 31 Where did you shop in the past 30 days?

A and P	23%
Korvettes	16%
Gimbels	13%
Macys	20%
A and S	2%
Ohrbachs	4%
Sears	2%
Alexanders	20%
Other	0%

Q. 32 About how much money did you spend in the past week at food stores of all kinds, including a deli, bakery, supermarket?

Less than $25	24%
$25 - $49	31%
$50 - $74	26%
$75 - $99	8%
Over $100	11%

Q. 33 In the past year, did you buy a refrigerator - furniture - washing machine - dishwasher - clothes dryer - other hardware?

Refrigerator	6%
Furniture	37%
Washing Machine	12%
Dishwasher	1%
Clothes Dryer	2%
Other	42%

Q. 34 Where did you buy the above products?

Korvettes	18%
Gimbels	9%
Macys	15%
A and S	14%
Sears	31%
Ohrbachs	5%
Alexanders	8%
Other	0%

Q. 35 In the past year how much money did you spend on clothing?

Less than $25	2%
$25 - $49	6%
$50 - $74	6%
$75 - $99	4%
Over $100	82%

Q. 36 Where did you buy clothing?

Korvettes	34%
Gimbels	15%
Macys	27%
A and S	14%
Sears	12%
Ohrbachs	8%

Q. 37 In the past month have you been to a Broadway or Off-Broadway show - bought a book - L.P. Record - attended a sports event such as horse racing - pro-basketball game - baseball game?

Show	22%
Book	33%
L.P. Record	31%
Horse Racing	4%
Pro-Baseball Game	3%
Pro-Basketball game	7%

E. General Media Profile

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in the city?

Better	19%
About the same	42%
Not as good	19%
Don't know/no opinion	20%

Q. 39 When reporting news of the Black community, would you say that the Amsterdam News does ...

A good job	44%
Neither good nor bad	47%
Bad job	9%

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

Of great value	33%
Of some value	47%
Of little value	9%
Of no value	4%
Undecided	7%

Q. 41 What medium do you consider most believable for news of the Black community?

Television	27%
Radio	14%
Black Newspapers	52%
Metropolitan weeklies	1%
Metropolitan dialies	3%
Magazines	3%

Q. 42 Which of the following categories would you most like to see news from?

Caribbean	13%
Africa	46%
South America	8%
Other	33%

APPENDIX 3: AGE

Q. 27 What do you believe the Amsterdam News stands for?

AGE	Black Nationalism	Black Pride	Black Business	Community Interests	Black Establishment
18-24	6*	25	13	29	27
25-34	8	19	18	27	28
35-44	4	29	20	23	24
45-59	5	25	33	14	23
60 plus	15	40	10	22	13

D. Advertising

Q. 28 What kind of advertising interests you most in the Amsterdam News?

AGE	Classified	Clothing	Food	Entertainment	Travel	Personals	Automobile
18-24	32	18	9	37	3	-	1
25-34	23	16	10	41	4	3	3
35-44	35	17	16	18	4	10	-
45-59	33	15	31	11	4	4	2
60 plus	17	4	44m	17	9	9	-

Q. 29 How useful to you is advertising in the Amsterdam News?

AGE	Very Useful	Somewhat Useful	Not Useful
18-24	23	48	29
25-34	24	50	26
35-44	34	44	22
45-59	27	48	25
60 plus	36	36	28

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

AGE	Alcohol/ Food	Toiletries	Clothes	Entertainment	Travel	Personals	Auto	Furniture
18-24	15	5	15	46	5	7	3	4
25-34	18	7	21	42	0	6	5	1
35-44	31	11	15	24	11	4	0	4
45-59	47	0	12	19	12	4	4	2
60 plus	44	0	39	4	9	0	0	4

* Henceforth, responses are in percentages.

Q. 31 Where did you shop in the past 30 days?

AGE	A and P	Korvettes	Gimbels	Macys	A and S	Ohrbachs	Sears	Alexanders
18-24	13	17	4	23	2	8	3	30
25-34	19	16	15	22	4	5	1	18
35-44	27	15	12	17	0	4	4	21
45-59	32	10	19	19	7	0	0	13
60 plus	42	26	16	5	0	0	0	11

Q. 32 About how much did you spend in the past week at food stores of all kinds, including a deli, bakery, supermarket?

AGE	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
18-24	52	23	18	2	5
25-34	12	32	32	9	15
35-44	16	30	27	15	12
44-59	16	40	26	5	13
60 plus	30	35	23	7	5

Q. 33 In the past year did you buy a ...

AGE	Refrigerator	Furniture	Washing Machine	Dishwasher	Clothes dryer	Other
18-24	5	40	8	0	2	45
25-34	6	32	15	0	2	45
35-44	9	53	9	3	0	26
44-59	4	25	17	4	4	46
60 plus	0	33	17	0	0	50

Q. 34 Where did you buy the above products?

AGE	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Alexanders	Other
18-24	18	5	10	8	2	5	7	45
25-34	9	5	9	10	16	3	4	44
35-44	11	3	8	3	16	0	0	59
45-59	4	0	4	11	32	3	7	39
60 plus	9	9	9	0	9	0	0	64

Q. 35 In the past year how much did you spend on clothing?

AGE	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
18-24	1	7	3	6	83
25-34	0	2	6	4	88
35-44	0	8	4	4	84
45-59	3	6	10	4	77
60 plus	10	15	12	5	58

Q. 36 Where did you buy clothing?

AGE	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Other
18-24	9	8	13	8	0	4	58
25-34	17	9	15	9	0	5	45
35-44	200	4	12	3	1	3	57
45-59	12	3	8	6	2	3	66
60 plus	18	8	8	0	2	0	64

Q. 37 In the past month have you been to a .... ?

AGE	Broadway Show	Book Purchase	L.P. Record	Sports Event	Pro Basketball	Pro Baseball
18-24	21	29	38	0	4	8
25-34	19	33	36	4	4	4
35-44	21	33	33	6	2	5
45-59	27	44	9	5	5	10
Over 60	10	18	18	36	0	18

E. General Media Profile

Q. 38 How does the Amsterdam News compare with other weekly newspapers in New York City?

AGE	Better	About the same	Not as good	Don't know/ No opinion
18-24	16	46	11	27
25-34	18	40	27	15
35-44	18	40	18	24
45-59	19	41	16	24
Over 60	32	49	7	12

Q. 39 When reporting news of the Black community would you say that the Amsterdam News does a ... ?

AGE	Good Job	Neither good not bad	Bad Job
18-24	47	51	2
25-34	36	51	13
35-44	37	48	15
45-59	52	44	4
Over 60	60	35	5

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

AGE	Of great value	Of some value	Of little value	Of no value	Undecided
18-24	29	56	12	3	0
25-34	34	49	14	3	0
35-44	40	49	3	8	0
45-59	41	41	13	5	0
60 plus	40	60	0	0	0

Q. 41 What medium listed below do you consider most believable for news of the Black community?

AGE	Television	Radio	Black Newspapers	Metropolitan Weeklies	Metropolitan Dailies	Magazines
18-24	27	11	53	1	4	4
25-34	26	16	48	2	2	6
35-44	28	17	49	0	4	2
45-59	23	11	60	2	3	1
60 plus	36	15	49	0	0	0

Q. 42 Which of the following categories would you most like to see news from?

AGE	Caribbean	Africa	South America	Other
18-24	12	80	8	
25-34	16	70	14	
35-44	24	66	10	
45-59	24	64	12	
60 plus	42	58	0	

APPENDIX 4: SEX

Q. 27 What do you believe the Amsterdam News stands for?

	Male	Female
Black Nationalism	8	7
Black Pride	25	25
Black Business	21	18
Community Interests	27	21
Black Establishment	19	29

Q. 28 What kind of advertisements interests you most in the Amsterdam News?

	Male	Female
Classified	29	29
Clothing	13	19
Food	24	11
Entertainment	26	30
Travel	1	7
Personal	5	3
Automobile	2	1

Q. 29 How useful to you is advertising in the Amsterdam News?

	Male	Female
Very Useful	30	25
Somewhat Useful	47	49
Not Useful	23	26

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Male	Female
Alcoholic beverages	32	22
Toiletries	4	6
Clothing	15	23
Entertainment	31	33
Travel	5	6
Personal	2	9
Automobile	6	0
Furniture	5	1

Q. 31 Where did you shop in the past 30 days?

	Male	Female
A and P	25	20
Korvettes	15	17
Gimbels	12	12
Macys	23	17
A and S	22	3
Ohrbachs	2	6
Sears	5	0
Alexanders	15	25

Q. 32 About how much did you spend in the past week at food stores of all kinds, including a deli, bakery, supermarket?

	Male	Female
Less than $25	23	22
$25 -$49	34	29
$50 -$74	25	27
$75 -$99	7	10
Over $100	11	12

Q. 33 In the past year did you buy a ... ?

	Male	Female
Refrigerator	6	6
Furniture	37	37
Washing Machine	6	18
Dishwasher	1	1
Clothes dryer	3	1
Others	47	37

Q. 34 Where did you buy the above products?

	Male	Female
Korvettes	8	11
Gimbels	8	1
Macys	10	7
A and S	6	10
Sears	12	20
Ohrbachs	1	4
Alexanders	4	4
Others	52	43

Q. 35 In the past year how much money did you spend on clothing?

	Male	Female
Less than $25	2	0
$25 - $49	6	6
$50 - $74	6	5
$75 - $99	4	5
Over $100	82	84

Q. 36 Where did you buy clothing?

	Male	Female
Korvettes	14	17
Gimbels	4	9
Macys	11	13
A and S	2	11
Sears	2	0
Ohrbachs	1	6
Others	66	44

Q. 37 In the past month have you been to ... ?

	Male	Female
Broadway Show	24	19
Book Purchase	23	44
L.P. Record	28	34
Sports Event	7	1
Pro Baseball	6	1
Pro Basketball	12	1

E. General Media Profile

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in New York City?

	Male	Female
Better	20	18
About the same	45	40
Not as good	20	16
Don't know/no opinion	15	26

Q. 39 When reporting news of the Black Community, would you say that the Amsterdam News does ... ?

	Male	Female
A good job	47	40
Neither good nor bad	45	51
A bad job	8	9

Q. 40 How would you rate the Amsterdam News to the residents of New York City?

	Male	Female
Of great value	36	32
Of some value	49	53
Of little value	10	11
Of no value	5	4
Undecided	-	-

Q. 41 What medium below do you consider most believable for news of the black community?

	Male	Female
Television	24	33
Radio	12	15
Black Newspapers	56	45
Metropolitan weeklies	1	1
Metropolitan dialies	3	2
Magazines	4	4

Q. 42 Which of the following categories would you most like to see news from?

	Male	Female
Caribbean	22	17
Africa	68	72
South America	10	11
Other	0	0

APPENDIX 5: EDUCATION

Q. 27 What do you believe the Amsterdam News stands for?

	Black Nationalism	Black Pride	Black Business	Community Interests	Black Establishment
Primary	7	32	21	24	16
H.S.	36	42	20	1	1
Some College	43	32	19	3	3
College	49	31	11	6	3
Grad. School	64	36	0	0	0

Q. 28 What kind of advertisements interests you most in the Amsterdam News?

	Classified	Clothing	Food	Entertainment	Travel	Personal	Auto.
Primary	34	20	26	10	2	6	2
H.S.	31	15	21	24	4	5	0
Some College	26	13	12	36	6	4	3
College	9	14	14	55	4	0	4
Grad. School	29	14	14	43	0	0	0

Q. 29 How useful to you is advertising in the Amsterdam News?

	Very Useful	Somewhat Useful	Not Useful
Primary	36	40	24
H.S.	31	47	22
Some College	22	48	30
College	12	56	32
Grad. School	27	36	37

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Classified	Clothing	Food	Entertainment	Travel	Personal	Auto.
Primary	34	20	26	10	2	6	2
H.S.	30	15	21	24	5	5	0
Some College	26	13	13	36	5	4	3
College	9	14	14	54	5	0	4
Grad. School	29	14	14	43	0	0	0

Q. 31 Where did you shop in the past 30 days?

	A and P	Korvettes	Gimbels	Macys	A and S	Ohrbachs	Sears	Alex.
Primary	37	14	3	14	6	0	0	26
H.S.	29	17	13	19	1	4	2	15
Some College	16	16	10	23	3	3	4	25
College	7	15	22	22	4	15	0	15
Grad. School	14	0	43	29	0	0	0	14

Q. 32 About how much did you spend in the past week at food stores of all kinds, including a deli, bakery, supermarket?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Primary	23	34	22	8	13
H.S.	18	35	30	8	9
Some College	32	25	25	9	9
College	35	24	24	3	14
Grad. School	0	28	27	18	27

Q. 33 In the past year, did you buy a refrigerator, furniture, washing machine, dishwasher, clothes dryer, other hardware?

	Refrigerator	Furniture	Washer	Dishwasher	Dryer	Other
Primary	4	14	5	5	5	67
H.S.	8	46	7	2	2	35
Some College	6	36	19	0	0	39
College	5	32	16	0	5	42
Grad. School	0	50	25	0	0	25

Q. 34 Where did you buy the above products?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Alex.	Other
Primary	8	0	0	0	15	8	8	61
H.S.	8	7	9	0	15	1	2	58
Some College	16	4	8	11	12	3	7	39
College	10	5	15	30	25	0	0	15
Grad. School	0	11	0	22	0	0	0	67

Q. 35 In the past year, how much money did you spend on clothing?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Primary	4	9	7	7	73
H.S.	2	5	4	2	87
Some College	0	6	8	5	81
College	3	5	6	3	83
Grad. School	0	0	9	18	73

Q. 36 Where did you buy clothing?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Other
Primary	19	3	3	6	1	1	67
H.S.	18	7	11	3	1	43	57
Some College	12	5	21	9	0	4	49
College	0	15	15	18	3	9	40
Grad. School	9	9	9	0	0	0	73

Q. 37 In the past month have you been to a ... ?

	Broadway Show	Bought Book	Bought L.P.	Sports Event	Pro Basketball	Pro Baseball
Primary	14	27	35	8	3	13
H.S.	20	28	38	5	2	7
Some College	24	40	23	4	5	4
College	30	23	33	0	7	7
Grad. School	33	67	0	0	0	0

E. General Media Profile

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in New York City?

	Better	About the same	Not as good	Don't Know No Opinion
Primary	30	46	9	15
H.S.	17	45	16	22
Some College	16	37	24	23
College	14	43	29	14
Grad. School	9	27	36	28

Q. 39 When reporting news of the Black community, would you say that the Amsterdam News does ... ?

	Good Job	Neither good nor bad	Bad Job
Primary	57	40	3
H.S.	44	48	8
Some College	35	51	14
College	37	49	14
Grad. School	36	55	9

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

	Of great Value	Of some Value	Of little Value	Of no Value
Primary	44	51	4	1
H. S.	40	50	7	3
Some College	23	50	18	9
College	19	66	15	-
Grad. School	50	30	10	10

Q. 41 What medium listed below do you consider most believable for news of the Black community?

	Television	Radio	Black Newspapers	Metropolitan Weeklies	Metro. Dailies	Magaz.
Primary	32	16	51	0	1	0
H.S.	36	14	44	1	2	3
Some College	21	11	59	2	3	4
College	9	24	58	0	6	3
Grad. School	18	9	55	0	9	9

Q. 42 Which of the following categories would you most like to see news from?

	Caribbean	Africa	South America	Other
Primary	23	60	7	0
H.S.	20	69	11	0
Some College	12	75	13	0
College	13	83	4	0
Grad. School	14	43	43	0

APPENDIX 6: OCCUPATION

Q. 27 What do you believe the Amsterdam News stands for?

	Black Nationalism	Black Pride	Black Business	Community Interests	Black Establishment
Professional	8	27	24	15	26
Management/ Administration	8	15	19	20 28	28
Sales Worker	10	27	22	22	19
Other	4	27	16	30	23

D. Advertising

Q. 28 What kind of advertisements interests you most in the Amsterdam News?

	Classified	Clothing	Food	Entertainment	Travel	Personal	Auto.
Professional	24	10	22	36	3	3	2
Management/ Administration	24	7	12	41	7	7	2
Sales Worker	22	22	15	31	7	3	0
Other	41	17	23	14	0	4	1

Q. 29 How useful to you is advertising in the Amsterdam News?

	Very Useful	Somewhat Useful	Not Useful
Professional	28	49	23
Management/ Administration	23	52	25
Sales Worker	25	44	31
Other	35	44	21

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Alcoholic Beverages	Toiletries	Clothing	Entertainment	Travel	Personal Care	Auto.	Furn.
Professional	27	3	10	40	5	10	4	1
Management/ Admin.	16	9	11	40	7	7	4	6
Sales Worker	24	3	20	33	8	6	2	4
Other	37	4	25	25	3	2	3	1

Q. 31 Where did you shop in the past 30 days?

	A and P	Korvettes	Gimbels	Macys	A and S	Ohrbachs	Sears	Alex.
Professional	26	15	15	20	2	3	3	16
Management/ Admin.	12	17	17	19	7	2	7	19
Sales Worker	13	17	11	28	4	4	0	23
Other	37	10	12	14	0	3	0	19

Q. 32 About how much did you spend in the past week at food stores of all kinds, including a deli, bakary and supermaket?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Professional	18	35	20	16	11
Management/ Administration	14	33	30	10	13
Sales Worker	25	31	36	5	3
Other	30	30	21	5	15

Q. 33 In the past year, did you buy a refrigerator, furniture, washing machine, dishwasher, clothes dryer, other furniture?

	Refrigerator	Furniture	Washing Machine	Dishwasher	Clothes Dryer	Other Hardware
Professional	5	50	9	0	5	41
Management/ Administration	3	45	15	0	0	37
Sales Worker	14	31	8	6	3	38
Other	6	30	9	0	0	55

Q. 34 Where did you buy the above products?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Alexanders	Other
Professional	11	6	4	12	10	0	2	55
Management/ Administration	7	3	10	14	19 25	2	2	43
Sales Worker	8	6	17	3	25	6	8	27
Other	9	5	5	3	10	5	7	59

Q. 35 In the past year how much money did you spend on clothing?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Professional	1	2	5	3	89
Management/ Admin.	2	8	7	7	76
Sales Worker	0	7	7	4	82
Other	3	8	5	5	71

Q. 36 Where did you buy clothing?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Other
Professional	19	5	14	7	1	1	53
Management/ Admin.	12	5	16	8	0	3	56
Sales Worker	16	9	17	5	1	5	47
Other	5	7	7	4	0	3	70

Q. 37 In the past month have you been to a ...?

	Broadway Show	Bought Book	L.P. Record	Sports Event	Pro Baseball	Pro Basketball
Professional	33	24	25	7	6	5
Management/ Admin.	22	47	22	4	0	5
Sales Worker	16	34	46	0	0	4
Other	20	28	31	6	6	9

E. General Media Profile

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in New York City?

	Better	About the same	Not as good	Don't Know
Professional	18	44	18	20
Management/ Administration	19	36	29	16
Sales Worker	15	39	18	28
Other	27	45	12	16

Q. 39 When reporting news of the Black community, would you say that the Amsterdam News does ... ?

	Good Job	Neither good nor bad	Bad Job
Professional	44	50	6
Management/ Administration	41	41	18
Sales Worker	37	54	9
Other	50	43	7

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

	Of great value	Some Value	Little Value	No Value
Professional	40	52	5	3
Management/ Administration	28	47	17	8
Sales Worker	32	51	13	4
Other	39	49	8	4

Q. 41 What medium listed below do you consider most believable for news of the Black community?

	Television	Radio	Black Newspapers	Metro. Weeklies	Metro. Dailies	Magazines
Professional	18	14	62	1	2	3
Management/ Administration	24	16	49	2	5	4
Sales Worker	29	13	55	0	2	1
Other	37	15	41	2	1	4

Q. 42 Which of the following categories would you most like to see news from?

	Caribbean	Africa	South America
Professional	22	67	11
Management/ Administration	11	78	11
Sales Worker	15	68	17
Other	23	66	11

APPENDIX 7: MARITAL STATUS

Q. 27 What do you believe the Amsterdam News stands for?

	Black Nationalism	Black Pride	Black Business	Community Interests	Black Establishment
Married	7	31	16	24	22
Single	5	22	22	26	25
Divorced	14	21	21	13	31
Widowed	9	32	27	24	8

D. Advertising

Q. 28 What kind of advertisements interest you most in the Amsterdam News?

	Classified	Clothing	Food	Entertainment	Travel	Personal	Auto.
Married	32	12	22	24	5	3	2
Single	30	17	13	35	2	1	1
Divorced	4	19	31	31	4	11	0
Widowed	36	18	9	14	14	9	0

Q. 29 How useful to you is advertising in the Amsterdam News?

	Very Useful	Somewhat Useful	Not Useful
Married	27	49	24
Single	30	46	24
Divorced	35	35	30
Widowed	8	56	36

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Alcoholic Beverages	Toiletries	Clothing	Enter-tainment	Travel	Personal	Auto.	Furn.
Married	33	6	21	23	6	3	6	2
Single	17	5	17	48	3	5	2	3
Divorced	37	4	11	30	4	7	0	7
Widowed	36	0	23	5	18	14	0	4

Q. 31 Where did you shop in the past 30 days?

	A and P	Korvettes	Gimbels	Macys	A and S	Ohrbachs	Sears	Alex.
Married	28	20	11	20	1	5	1	14
Single	14	14	11	22	4	5	3	27
Divorced	24	17	23	17	3	3	3	10
Widowed	40	7	13	7	7	0	0	26

Q. 32 About how much did you spend in the past week at food stores of all kinds, including a deli, bakery, supermarket?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Married	12	26	34	12	16
Single	35	35	19	4	7
Divorced	20	37	33	6	4
Widowed	35	30	16	8	11

Q. 33 In the past year, did you buy a ... ?

	Refrigerator	Furniture	Washing Machine	Dishwasher	Clothes Dryer	Other Hardware
Married	7	45	9	1	1	37
Single	5	29	13	0	4	49
Divorced	5	32	23	0	0	40
Widowed	7	29	7	7	0	50

Q. 34 Where did you buy the above products?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Alexanders	Other
Married	13	6	2	8	18	2	2	49
Single	14	6	15	8	4	1	1	50
Divorced	4	0	17	80	25	8	8	34
Widowed	0	0	6	0	19	19	19	50

Q. 35 In the past year how much money did you spend on clothing?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
Married	1	4	4	5	86
Single	2	5	5	5	83
Divorced	2	4	9	2	83
Widowed	3	22	17	3	55

Q. 36 Where did you buy clothing?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Other
Married	21	8	12	4	1	4	50
Single	10	6	13	9	0	3	59
Divorced	18	7	9	9	2	2	53
Widowed	14	5	11	3	0	3	64

Q. 37 In the past month have you been to a ... ?

	Broadway Show	Book Purchase	L.P. Record	Sports Event	Pro Baseball	Pro Basketball
Married	20	37	28	4	4	7
Single	24	29	34	2	4	7
Divorced	29	24	34	5	8	5
Widowed	10	48	24	14	0	4

E. General Media Profile

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in New York City?

	Better	About the same	Not as good	Don't Know No Opinion
Married	20	40	20	20
Single	16	49	16	19
Divorced	19	34	17	30
Widowed	24	41	16	19

Q. 39 When reporting news of the Black community, would you say that the Amsterdam News does ... ?

	Good Job	Neither good nor bad	Bad Job
Married	43	48	9
Single	46	47	7
Divorced	30	54	16
Widowed	59	41	0

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

	Of Great Value	Of Some Value	Of Little Value	Of No Value	Undecided
Married	35	50	11	4	0
Single	35	50	11	4	0
Divorced	40	49	5	6	0
Widowed	30	59	9	2	0

Q. 41 What medium listed below do you consider most believable for news of the Black community?

	Television	Radio	Black Newspapers	Metro. Weeklies	Metro. Dailies	Magazines
Married	32	12	49	1	4	2
Single	26	15	50	2	3	4
Divorced	18	21	54	0	0	7
Widowed	26	14	60	0	0	0

Q. 42 Which of the following categories would you most like to see news from?

	Caribbean	Africa	South America	Other
Married	22	65	13	0
Single	12	82	6	0
Divorced	18	57	25	0
Widowed	52	43	5	0

APPENDIX 8: MEDIAN INCOME

Q. 27 What do you believe the Amsterdam News stands for?

	Black Nationalism	Black Pride	Black Business	Community Interests	Black Establishment
$720	17	22	12	27	22
$4,868	2	19	27	26	26
$5,099	5	19	29	28	19
$5,139	5	15	23	29	28
$7,089	4	38	18	22	18
$13,848	12	41	7	13	27

D. Advertising

Q. 28 What kind of advertisements interest you most in the Amsterdam News?

	Classified	Clothing	Food	Entertainment	Travel	Personal	Auto.
$720	32	19	16	19	5	3	6
$4,868	36	13	13	34	2	2	0
$5,099	36	11	21	24	0	6	2
$5,139	27	16	11	36	4	4	2
$7,089	27	21	29	17	4	2	0
$13,848	7	10	20	40	13	10	0

Q. 29 How useful to you is advertising in the Amsterdam News?

	Very Useful	Somewhat Useful	Not Useful
$720	23	49	28
$4,868	36	45	19
$5,099	36	46	18
$5,139	25	52	23
$7,089	33	43	24
$13,848	13	43	44

Q. 30 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Alcoholic Beverages	Toiletries	Clothing	Entertainment	Travel	Personal	Auto.	Furn.
$720	38	5	22	16	0	8	5	6
$4,868	27	4	18	41	2	2	2	4
$5,099	26	5	17	38	5	5	2	2
$5,139	11	5	14	41	10	12	7	0
$7,089	39	8	18	25	4	2	2	2
$13,848	20	3	23	29	19	2	0	3

Q. 31 Where did you shop in the past 30 days?

	A and P	Korvettes	Gimbels	Macys	A and S	Ohrbachs	Sears	Alex.
$720	21	10	10	45	0	0	0	14
$4,868	30	11	8	27	3	3	0	18
$5,089	38	13	9	6	6	9	6	13
$5,139	21	18	15	12	0	3	9	22
$7,089	20	22	15	12	2	10	0	9
$13,848	15	18	15	20	3	2	0	27

Q. 32 Please tell me which of these kinds of advertising in the Amsterdam News you usually read?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
$720	25	22	32	12	9
$4,868	20	36	20	11	13
$5,099	22	41	24	6	7
$5,139	22	39	25	6	8
$7,089	18	24	25	11	22
$13,848					

Q. 33 In the past year, did you buy a refrigerator, furniture, washing machine, dishwasher, clothes dryer, other hardware ?

	Refrigerator	Furniture	Washer	Dishwasher	Clothes Dryer	Other
$720	7	27	11	2	7	46
$4,868	8	46	4	0	0	42
$5,099	0	32	16	0	0	52
$5,139	10	40	0	0	0	50
$7,089	4	39	18	0	0	39
$13,848	3	45	28	3	0	21

Q. 34 Where did you buy the above products?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Alex.	Other
$720	13	0	6	9	11	7	13	41
$4,868	10	7	7	3	7	3	7	56
$5,099	9	9	0	14	14	0	0	54
$5,139	6	3	13	0	13	0	0	65
$7,089	12	8	8	0	12	3	0	57
$13,848	10	7	13	19	35	0	0	16

Q. 35 In the past year how much money did you spend on clothing?

	Less than $25	$25-$49	$50-$74	$75-$99	Over $100
$720	3	10	6	9	72
$4,868	1	3	9	0	87
$5,099	0	4	3	8	85
$5,139	3	9	2	3	83
$7,089	0	4	10	3	83
$13,848	3	6	8	5	78

Q. 36 Where did you buy clothing?

	Korvettes	Gimbels	Macys	A and S	Sears	Ohrbachs	Other
$720	77	6	17	9	2	2	57
$4,868	10	8	8	1	0	6	67
$5,099	7	10	5	7	2	5	64
$5,139	16	3	14	2	0	0	65
$7,089	22	5	12	6	0	6	49
$13,848	27	8	18	13	2	2	30

Q. 37 In the past month have you been to a ... ?

	Broadway Show	Bought Book	Bought L.P.	Sports Event	Pro Baseball	Pro Basketball
$720	25	29	34	6	2	4
$4,868	34	34	22	2	0	8
$5,099	24	29	36	0	7	4
$5,139	20	44	26	2	3	5
$7.089	16	32	36	7	5	4
$13,848	13	28	34	10	4	11

Q. 38 How does the Amsterdam News compare with the other weekly newspapers in New York City?

	Better	About the same	Not as good	Don't know/ no opinion
$720	15	27	15	43
$4,868	25	45	21	9
$5,099	24	45	25	6
$5,139	24	50	16	10
$7,089	21	43	13	23
$13,848	5	43	20	32

Q. 39 When reporting news of the Black community, would you say that the Amsterdam News does ... ?

	Good Job	Neither good nor bad	Bad Job
$720	37	48	15
$4,868	39	55	6
$5,099	46	46	8
$5,139	46	44	10
$7,089	47	44	9
$13,848	48	46	6

Q. 40 How would you rate the value of the Amsterdam News to the residents of New York City?

	Of great Value	Of some Value	Of little Value	Of no Value
$720	24	48	15	13
$4,868	38	54	8	0
$5,099	39	50	8	3
$5,139	41	49	10	0
$7,089	41	44	10	5
$13,848	24	61	9	6

Q. 41 What medium listed below do you consider most believable for news of the Black community?

	Television	Radio	Black Newspapers	Metro. weeklies	Metro. dailies	Magazines
$720	45	16	31	0	5	3
$4,868	19	13	59	0	2	7
$5,099	18	16	54	2	4	6
$5,139	14	19	64	0	0	3
$7,089	50	14	30	3	3	0
$13,848	17	7	72	2	2	0

Q. 42 Which of the following categories would you most like to see news from?

	Caribbean	Africa	South America	Other
$720	21	54	25	0
$4,868	26	68	6	0
$5,099	14	80	6	0
$5,139	9	85	6	0
$7,089	29	64	7	0
$13,848	24	57	19	0

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